

Week of 10/03/16

Sales Order

Est. 5097

Date: 9/30/16

Station: WRMD-TV Agency: TARGETED PLATAFORM MEDIA
 Contract Name: SEIU 1467557 est5097 Address: 1291 Hollywood Avenue
 Contract#: 1428035924 City: Annapolis State: MD
 Start Date: 10/04/16 End Date: 10/10/16 Zip: 21403
 Revenue Type: POLITICAL SALES Buyer:
 NATIONAL Type: Cash Tax Schedule: (None)
 Advertiser: SEIU-COPE Agency Commission %: 15
 Address: Billing Cycle: Standard
 City: State: Zip: Salesperson: 5323nnat Comm %: 0
 Product Name: 841 ISSUE 1467557 est5097 Makegood Policy: Within Contract Dates
 Estimate #: 5097
 Competitive Code: POLITICAL

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION										RATE	TOTALS		PTY
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk	D/W	SPOTS		\$\$		
1	10/08/16	10/09/16		11:00 AM	1:00 PM	30						1		1	D	100.00	1	100.00	1	
	Sa - Su																			
2	10/07/16	10/07/16		11:30 PM	12:00 AM	30					2			2	D	100.00	2	200.00	1	
	F - Good till 1am BOXEO																			
3	10/06/16	10/06/16		7:00 PM	8:00 PM	30				2				2	D	500.00	2	1,000.00	1	
	Th - LAMA'S RED CARPET																			
4	10/06/16	10/06/16		8:00 PM	11:00 PM	30				1				1	D	1,200.00	1	1,200.00	1	
	Th - LAMA'S																			
5	10/04/16	10/10/16		6:00 AM	7:00 AM	30			1					1	D	100.00	1	100.00	1	
	Tu - F, M																			
6	10/04/16	10/10/16		7:00 AM	10:00 AM	30				1	1			2	D	150.00	2	300.00	1	
	Tu - F, M																			
7	10/04/16	10/10/16		10:00 AM	10:30 AM	30		1						1	D	125.00	1	125.00	1	
	Tu - F, M																			
8	10/06/16	10/06/16		10:00 AM	10:30 AM	30				1				1	D	125.00	1	125.00	1	
	Th																			
9	10/04/16	10/10/16		10:30 AM	12:00 PM	30			1					1	D	125.00	1	125.00	1	
	Tu - F, M																			
10	10/04/16	10/10/16		12:00 PM	1:00 PM	30			1		1			2	D	200.00	2	400.00	1	
	Tu - F, M																			
11	10/04/16	10/10/16		1:00 PM	2:00 PM	30				1				1	D	200.00	1	200.00	1	
	Tu - F, M																			
12	10/04/16	10/10/16		2:00 PM	3:00 PM	30		1		1				2	D	250.00	2	500.00	1	
	Tu - F, M																			
13	10/04/16	10/10/16		3:00 PM	4:00 PM	30					1			1	D	250.00	1	250.00	1	
	Tu - F, M																			
14	10/10/16	10/10/16		10:00 AM	4:00 PM	30	2							2	D	200.00	2	400.00	1	
	M																			
15	10/04/16	10/10/16		4:00 PM	5:00 PM	30		1						1	D	350.00	1	350.00	1	
	Tu - F, M																			
16	10/04/16	10/10/16		5:00 PM	6:00 PM	30		1		1				2	D	375.00	2	750.00	1	
	Tu - F, M																			
17	10/04/16	10/10/16		4:00 PM	6:00 PM	30			1					1	D	365.00	1	365.00	1	
	Tu - F, M																			

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION										RATE	TOTALS		PTY
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk	D/W	SPOTS		\$\$		
18	10/04/16	10/10/16		6:00 PM	6:30 PM	30		1			1			2	D	600.00	2	1,200.00	1	
	Tu - F, M																			
19	10/04/16	10/10/16		6:30 PM	7:00 PM	30				1				1	D	500.00	1	500.00	1	
	Tu - F, M																			
20	10/04/16	10/10/16		6:00 PM	7:00 PM	30	1		1					2	D	550.00	2	1,100.00	1	
	Tu - F, M																			
21	10/04/16	10/10/16		7:00 PM	8:00 PM	30		1						1	D	600.00	1	600.00	1	
	Tu - F, M																			
22	10/04/16	10/10/16		8:00 PM	9:00 PM	30				1	1			2	D	650.00	2	1,300.00	1	
	Tu - F, M																			
23	10/04/16	10/10/16		9:00 PM	10:00 PM	30			1					1	D	675.00	1	675.00	1	
	Tu - F, M																			
24	10/04/16	10/10/16		10:00 PM	11:00 PM	30		1	1					2	D	700.00	2	1,400.00	1	
	Tu - F, M																			
25	10/04/16	10/10/16		7:00 PM	11:00 PM	30	1							1	D	650.00	1	650.00	1	
	Tu - F, M																			
26	10/04/16	10/10/16		11:00 PM	11:30 PM	30		1	1					2	D	500.00	2	1,000.00	1	
	Tu - F, M																			
27	10/04/16	10/10/16		11:30 PM	12:00 AM	30				1				1	D	300.00	1	300.00	1	
	Tu - F, M																			
28	10/08/16	10/09/16		12:00 PM	6:00 PM	30						1		1	D	100.00	1	100.00	1	
	Sa - Su																			
29	10/08/16	10/08/16		1:30 PM	2:30 PM	30						1		1	D	100.00	1	100.00	1	
	Sa																			
30	10/08/16	10/08/16		2:30 PM	4:30 PM	30						1		1	D	125.00	1	125.00	1	
	Sa																			
31	10/09/16	10/09/16		12:30 PM	2:30 PM	30							1	1	D	100.00	1	100.00	1	
	Su																			
32	10/09/16	10/09/16		5:00 PM	5:30 PM	30							1	1	D	125.00	1	125.00	1	
	Su																			

Billing Projections: By Month

Oct 16

CA 15,765.00

ST 15,765.00

☒ Print Spot Prices

EST.5097

TOTAL SPOTS 44

GROSS TOTAL \$ 15,765.00

ADJUSTED SPOTS 44

ADJUSTED TOTAL \$ 15,765.00

APPROVE DECLINE

☐☐

General Manager

☐☐

Regional Traffic Manager

☐☐

National Sales Manager

☐☐

Local Sales Manager

ORDER WORKSHEET

Rep Order# 1467557 Ver# 1 Status Confirmed

Traffic Order# 1467557 Last Received: 09/30/16 12:39 PM Showing Buylines:

Printed: 09/30/16 12:39 PM 1 of 3

Station WRMD-TV TAMPA
Advertiser (SEIC) SEU-COPE
Product 841 - ISSUE
Estimate# 5097
Buyer JULIE KEANE

Agency (TPME) TARGETED PLATFORM MEDIA
1291 HOLLYWOOD AVE
ANNAPOLIS, MD 21403
Agency C/P1/P2/E 831/841/5097
Flight Dates 10/04/16-10/10/16

Rep Firm NBCUNIVERSAL
Sales Office (WA) WASHINGTON
Salesperson (HIL) WILL HILDEBRANDT
Sales Assistant JAY
Salesperson Phone# 2028854861
Salesperson Fax#

--- CONTRACT COMMENT ---

ORDER ID# 5441931 PLEASE NOTE 30 MIN SEP

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
1	Sa-Su	11A-1P	PREMIERE LEAGUE	30	-	-	\$100.00	10/08-10/09	1	1	\$100.00
2	F	1130P-1A	BOXEO	30	-	-	\$100.00	10/07-10/07	2	2	\$200.00
3	Th	7P-8P	LAMA'S RED CARPET	30	-	-	\$500.00	10/06-10/06	2	2	\$1,000.00
4	Th	8P-11P	LAMA'S	30	-	-	\$1,200.00	10/06-10/06	1	1	\$1,200.00
5	Tu-F, M	6A-7A	SUELTA LA SOPA	30	-	-	\$100.00	10/04-10/10	1	1	\$100.00
6	Tu-F, M	7A-10A	UN NUEVO DIA	30	-	-	\$150.00	10/04-10/10	2	2	\$300.00
7	Tu-F, M	10A-1030A	DECESSIONES	30	-	-	\$125.00	10/04-10/10	1	1	\$125.00
8	Th	10A-1030A	TELENOTICIAS	30	-	-	\$125.00	10/06-10/06	1	1	\$125.00
9	Tu-F, M	1030A-12P	NOVELA	30	-	-	\$125.00	10/04-10/10	1	1	\$125.00
10	Tu-F, M	12P-1P	NOVELA	30	-	-	\$200.00	10/04-10/10	2	2	\$400.00
11	Tu-F, M	1P-2P	NOVELA	30	-	-	\$200.00	10/04-10/10	1	1	\$200.00
12	Tu-F, M	2P-3P	SUELTA LA SOPA	30	-	-	\$250.00	10/04-10/10	2	2	\$500.00
13	Tu-F, M	3P-4P	LO MEJOR DE CASO CERRADO	30	-	-	\$250.00	10/04-10/10	1	1	\$250.00
14	M	10A-4P	DAYTIME ROTATION	30	-	-	\$200.00	10/10-10/10	2	2	\$400.00

ORDER WORKSHEET

Rep Order# 1467557 Ver# 1 Status Confirmed

Traffic Order# 1467557 Last Received: 09/30/16 12:39 PM
Showing Buylines:

Printed: 09/30/16 12:39 PM
09/30/16 12:39 PM
All Lines

Station WRMD-TV TAMPA
Advertiser (SEIC) SEIU-COPE
Product 841 - ISSUE
Estimate# 5097
Buyer JULIE KEANE

Agency (TPME) TARGETED PLATFORM MEDIA
1291 HOLL YWOOD AVE
ANNAPOLIS, MD 21403
Agency C/P1/P2/E 831/841/5097
Flight Dates 10/04/16-10/10/16

Rep Firm NBCUNIVERSAL
Sales Office (W/A) WASHINGTON
Salesperson (HIL) WILL HILDEBRANDT
Sales Assistant JAY
Salesperson Phone# 2028854861
Salesperson Fax#

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
15	Tu-F, M	4P-5P	AL ROJO VIVO	30	-	-	\$350.00	10/04-10/10	15	1	\$350.00
16	Tu-F, M	5P-6P	CASO CERRADO	30	-	-	\$375.00	10/04-10/10	16	2	\$750.00
17	Tu-F, M	4P-6P	EARLY FRINGE ROTATION	30	-	-	\$365.00	10/04-10/10	17	1	\$365.00
18	Tu-F, M	6P-630P	TELENOTICIAS TAMPA	30	-	-	\$600.00	10/04-10/10	18	2	\$1,200.00
19	Tu-F, M	630P-7P	NOTICIERO TELEMUNDO	30	-	-	\$500.00	10/04-10/10	19	1	\$500.00
20	Tu-F, M	6P-7P	EARLY NEWS ROTATION	30	-	-	\$550.00	10/04-10/10	20	2	\$1,100.00
21	Tu-F, M	7P-8P	CASO CERRADO	30	-	-	\$600.00	10/04-10/10	21	1	\$600.00
22	Tu-F, M	8P-9P	NOVELA	30	-	-	\$650.00	10/04-10/10	22	2	\$1,300.00
23	Tu-F, M	9P-10P	NOVELA	30	-	-	\$675.00	10/04-10/10	23	1	\$675.00
24	Tu-F, M	10P-11P	NOVELA	30	-	-	\$700.00	10/04-10/10	24	2	\$1,400.00
25	Tu-F, M	7P-11P	PRIME ROTATION	30	-	-	\$650.00	10/04-10/10	25	1	\$650.00
26	Tu-F, M	11P-1130P	TELENOTICIAS TAMPA	30	-	-	\$500.00	10/04-10/10	26	2	\$1,000.00
27	Tu-F, M	1130P-12A	TELENOTICIAS PR	30	-	-	\$300.00	10/04-10/10	27	1	\$300.00
28	Sa-Su	12P-6P	WEEKEND ROTATION	30	-	-	\$100.00	10/08-10/09	28	1	\$100.00
29	Sa	130P-230P	CINE DE LA TARDE	30	-	-	\$100.00	10/08-10/08	29	1	\$100.00
30	Sa	230P-430P	LA VOZ KIDS	30	-	-	\$125.00	10/08-10/08	30	1	\$125.00

ORDER WORKSHEET

Rep Order# 1467557 Ver# 1 Status Confirmed Traffic Order# 1467557 Last Received: 09/30/16 12:39 PM 3 of 3
 EC'd No Showing Buylines: All Lines

Station WRMD-TV TAMPA
 Advertiser (SEIC) SEIU-COPE
 Product 841 - ISSUE
 Estimate# 5097
 Buyer JULIE KEANE
 Agency (TPME) TARGETED PLATFORM MEDIA
 1291 HOLL YWOOD AVE
 ANNAPOLIS, MD 21403
 Agency C/P1/P2/E 831/841/5097
 Flight Dates 10/04/16-10/10/16
 Rep Firm NBCUNIVERSAL
 Sales Office (W/A) WASHINGTON
 Salesperson (HIL) WILL HILDEBRANDT
 Sales Assistant JAY
 Salesperson Phone# 2028854861
 Salesperson Fax#

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
----	-----	------	---------	-----	---------	----------------	------	-------	----------------	----------------	---------------

31	Su	1230P-230P	CINE DE LA TARDE	30	-	-	\$100.00	10/09-10/09	31	1	1	\$100.00
32	Su	5P-530P	NOTICIERO TELEMUNDO	30	-	-	\$125.00	10/09-10/09	32	1	1	\$125.00

---REPORT TOTALS---

Report Totals: 44 / \$15,765.00

---SALES MONTHLY TOTALS---

Oct2016: 44 / \$15,765.00

Order Totals: 44 / \$15,765.00 Total GRPs: 0.0

---COMPETITIVE---

Market Totals \$15,765.00 CGAL .00% OTHE .00% WAC .00% WBL .00% WRMD 100.00%

Books [null]
 Demos RA35+P

--- CREDIT RISK ---

CASH IN ADVANCE

Flight Start:	10/04/2016
Flight End:	10/10/2016
Hiatus:	

Airtime Dollars: \$15,765.00

Interactive Dollars: \$0.00

Non-Airtime Dollars: \$0.00

Total Dollars: \$15,765.00

Total Spots: 43

MarketShare:

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	Total Spots	Rtg	CPP	Imp	CPM
1	SaSu 11A-1P PREMIERE LEAGUE SOCCER GOLFERS' GAN O'DONNELL	S	\$100.00	C	30	1				
2	F 11:30P-1A "Boxeo 10/7, 10/14, 10/21, 10/28"	S	\$100.00	C	30	2				
3	Th 7P-8P LAMAs Red Carpet 10/6	DT	\$500.00	C	30	2				
4	Th 8P-11P Latin American Music Awards 10/6	DT	\$1,200.00	C	30	1				
5	M 8P-10P WC Qualifier TBD 11/7	DT	\$600.00	C	30	1				
6	TUWThFM 6A-7A SUELTA LA SOPA	DT	\$100.00	C	30	1				
7	TUWThFM 7A-10A UN NUEVO DIA	DT	\$150.00	C	30	2				
8	TUWThFM 10A- 10:30A DECISIONES	DT	\$125.00	C	30	1				
9	Th 10A-10:30A TELENOTICIAS XTRA	DT	\$125.00	C	30	1				

600 -

New Order (Page 2)

Agency: Targeted Platform Media
Client: 831 - SEIU Cope
Flight Start: 10/04/2016

Station: WRMD
Product: 841 - Issue
Flight End: 10/10/2016

Order ID: 5441931
Estimate: 5097 - SEIU Cope 10.4-10.10
Received in ePort: 9/29/2016 10:05:01 PM

Line	Daypart	DPT	Code	Rate	C/T	Len	10/4	Total	Spots	Rtg	CPP	Imp	CPM
10	TuWThFM 10:30-12P NOVELA	DT	\$125.00	C	30	1	1	1	1				
11	TuWThFM 12P-1P NOVELA	DT	\$200.00	C	30	2	2	2	2				
12	TuWThFM 1P-2P NOVELA	DT	\$200.00	C	30	1	1	1	1				
13	TuWThFM 2P-3P SUELTA LA SOPA	DT	\$250.00	C	30	2	2	2	2				
14	TuWThFM 3P-4P LO MEJOR DE CASO CERRADO	DT	\$250.00	C	30	1	1	1	1				
15	M 10P-4P DAYTIME ROTATION	DT	\$200.00	C	30	2	2	2	2				
16	TuWThFM 4P-5P AL ROJO VIVO	DT	\$350.00	C	30	1	1	1	1				
17	TuWThFM 5P-6P CASO CERRADO HDD/BL RUN EDICION ESTELAR	DT	\$375.00	C	30	2	2	2	2				
18	TuWThFM 4P-6P EARLY FRINGE ROTATION	DT	\$365.00	C	30	1	1	1	1				
19	TuWThFM 6P-6:30P TELENOTICIAS TAMPA	DT	\$600.00	C	30	2	2	2	2				
20	TuWThFM 6:30P-7P NOTICIERO TELEMUNDO	EN	\$500.00	C	30	1	1	1	1				
21	TuWThFM 6P-7P EARLY NEWS ROTATION	EN	\$550.00	C	30	2	2	2	2				
22	TuWThFM 7P-8P CASO CERRADO HD EDICION ESTELAR	EN	\$600.00	C	30	1	1	1	1				
23	TuWThFM 8P-9P NOVELA	EN	\$650.00	C	30	2	2	2	2				
24	TuWThFM 9P-10P NOVELA	EN	\$675.00	C	30	1	1	1	1				
25	TuWThFM 10P-11P NOVELA	EN	\$700.00	C	30	2	2	2	2				
26	TuWThFM 7P-11P PRIME ROTATION	EN	\$650.00	C	30	1	1	1	1				
27	TuWThFM 11P-11:30P TELENOTICIAS TAMPA	LN	\$500.00	C	30	2	2	2	2				

Agency:

Targeted Platform Media

Station:

WRMID

Order ID:

5441931

Clients

831 - SEIU Cope

Product:

841 - issue

Estimate:

5097 - SEIU Cope 10.4-10.10

Flight Start:

10/04/2016

Flight End:

10/10/2016

Received in ePort:

9/29/2016 10:05:01 PM

Cash\$ - Spots: \$15,765.00 - 43	Trades\$ - Spots: \$0.00 - 0	Total Cost: \$15,765.00	Total GRP - CPP: 0.0 - \$0.00	Total GIMP(000) - CPM: 0 - \$0.00
Total Spots: 43				

**POLITICAL INQUIRY RECORD:
NATIONAL AND LOCAL ISSUE ADS
ALL QUESTIONS MUST BE ANSWERED**

- ☒ Ad "communicates a political matter of national importance" by referring to (1) a legally qualified candidate for federal office; (2) any election to federal office; or (3) a national legislative issue of public importance (e.g., Affordable Care Act, IRS tax code, etc.)

OR

- ☐ Ad relates to state or local issue and does not communicate a political matter of national importance
-

1. Requested by (Agency name, address, phone number & contact)

Agency Name Targeted Platform
Contact Meredith Kaufman
Phone Number 202-965-5060
Address 650 Massachusetts Ave. NW Suite 210 Washington, DC 20001

2. Paid for by (Advertiser/sponsor name, address, phone number & contact):

Name SEIU Cope
Contact Norm Greene
Phone Number 202 730 7000
Address 1800 Massachusetts Ave. NW Washington DC 20036

3. Date of request: 9/15/16

4. Request received by:

Telemundo

5. Details:

6. If ad refers to federal candidate(s) or federal election, list:

Names(s) of candidate(s) referred to, office being sought and date of election:

Catherine Cortez Masto, Joe Heck NV Senate



**POLITICAL INQUIRY RECORD:
NATIONAL AND LOCAL ISSUE ADS
ALL QUESTIONS MUST BE ANSWERED**

7. If ad refers to a national legislative issue, identify:

Senate

8. List sponsor's chief executive officers, members of executive committee or board of directors:

Norm Green, Gerry Hudson,

9. Date and nature of follow-ups, if any:

10. Disposition:

- ☐ Accepted – see attached contract details
- ☐ Rejected – provide reason:

Additional Information:

--

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date: 9/29/16
------------------------------	-------------------------

I, Targeted Platform Media LLC

do hereby request station time concerning the following issue:

SEIU Cope

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

This broadcast time will be used by: SEIU Cope

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☒ **Yes**

☐ **No**

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

Campaign Name: SEIU Cope
General Election: November 8th, 2016

I represent that the payment for the above described broadcast time has been furnished by (name and address):

SEIU Cope

1800 Massachusetts Ave. NW
Washington, DC 20036

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

Treasurer: Gerry Hudson
Contact: Norm Greene

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.**

TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)

September 29th, 2016

Date

Howe D. Zell

Signature

(202) 965-5060

Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title